

COMBINED DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled SPONSORED MEDIA CONTENT, the specification of which:

- ☒ is attached hereto.
☐ was filed on _____ as Application Serial No. _____ and was amended on _____.
☐ was described and claimed in PCT International Application No. _____ filed on _____ and as amended under PCT Article 19 on _____.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose all information I know to be material to patentability in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim the benefit under Title 35, United States Code, §119(e)(1) of any United States provisional application(s) listed below:

U.S. Serial No.	Filing Date	Status
To be assigned	December 2, 2003	Pending

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose all information I know to be material to patentability as defined in Title 37, Code of Federal Regulations, §1.56(a) which became available between the filing date of the prior application and the national or PCT international filing date of this application:

U.S. Serial No.	Filing Date	Status
-----------------	-------------	--------

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

Country	Application No.	Filing Date	Priority Claimed
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No

Combined Declaration and Power of Attorney

Page 2 of 2 Pages

I hereby appoint the following attorneys and/or agents to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Scott C. Harris, Reg. No. 32,030
David L. Feigenbaum, Reg. No. 30,378
Hans R. Troesch, Reg. No. 36,950
Bing Ai, Reg. No. 43,312
Frederick H. Rabin, Reg. No. 24,488
John C. Philips, Reg. No. 35,322
Alexander C. Chen, Reg. No. 45,591
Joseph R. Baker, Jr., Reg. No. 40,900
Gregory P. Einhorn, Reg. No. 68,440
Dwight U. Thompson, Reg. No. 53,688
Andrew D. Skale, Reg. No. 44,337

John Hayden, Reg. No. 37,640
Dorothy Whelan, Reg. 33,814
Linda G. Gunderson, Reg. No. 46,341
Richard J. Anderson, Reg. No. 36,732
Samuel Borodach, Reg. No. 38,388
Kenyon Jenckes, Reg. No. 41,873
William Hunter, Reg. No. 47,671
Christopher Marchese, Reg. No. 37,177
Michael P. Reed, Reg. No. 45,647
John F. Conroy, Reg. No. 45,843

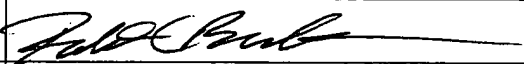
Direct all telephone calls to DWIGHT U. THOMPSON at telephone number (858) 678-4748.

Direct all correspondence to the following:

20985

PTO Customer Number

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Full Name of Inventor:	ROBERT BUCHANAN		
Inventor's Signature:		Date:	12-2-03
Residence Address:	5705 Mira Flores Drive, San Diego, California 92114		
Citizenship:	United States		
Post Office Address:	5705 Mira Flores Drive, San Diego, California 92114		

Full Name of Inventor:	ROBIN BUCHANAN		
Inventor's Signature:		Date:	
Residence Address:	5705 Mira Flores Drive, San Diego, California 92114		
Citizenship:	United States		
Post Office Address:	5705 Mira Flores Drive, San Diego, California 92114		

Attorney's Docket No.: 16744-002001

COMBINED DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled SPONSORED MEDIA CONTENT, the specification of which:

☒ is attached hereto.☐ was filed on _ as Application Serial No. _ and was amended on _.☐ was described and claimed in PCT International Application No. _ filed on _ and as amended under PCT Article 19 on _.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose all information I know to be material to patentability in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim the benefit under Title 35, United States Code, §119(e)(1) of any United States provisional application(s) listed below:

U.S. Serial No.	Filing Date	Status
-----------------	-------------	--------

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose all information I know to be material to patentability as defined in Title 37, Code of Federal Regulations, §1.56(a) which became available between the filing date of the prior application and the national or PCT international filing date of this application:

U.S. Serial No.	Filing Date	Status
-----------------	-------------	--------

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

Country	Application No.	Filing Date	Priority Claimed
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No

Attorney's Docket No.: 16744-002001

Client's Ref. No.:

Combined Declaration and Power of Attorney

Pag 2 of 2 Pages

I hereby appoint the following attorneys and/or agents to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Scott C. Harris, Reg. No. 32,030
 David L. Feigenbaum, Reg. No. 30,378
 Hans R. Troesch, Reg. No. 36,950
 Bing Ai, Reg. No. 43,312
 Frederick H. Rabin, Reg. No. 24,488
 John C. Philips, Reg. No. 35,322
 Alexander C. Chen, Reg. No. 45,591
 Joseph R. Baker, Jr., Reg. No. 40,900
 Gregory P. Einhorn, Reg. No. 68,440
 Dwight U. Thompson, Reg. No. 53,688

John Hayden, Reg. No. 37,640
 Dorothy Whelan, Reg. 33,814
 Linda G. Gunderson, Reg. No. 46,341
 Richard J. Anderson, Reg. No. 36,732
 Samuel Borodach, Reg. No. 38,388
 Kenyon Jenckes, Reg. No. 41,873
 William Hunter, Reg. No. 47,671
 Christopher Marchese, Reg. No. 37,177
 Michael P. Reed, Reg. No. 45,647
 John F. Conroy, Reg. No. 45,843

Direct all telephone calls to DWIGHT U. THOMPSON at telephone number (858) 678-4748.

Direct all correspondence to the following:

20985

PTO Customer Number

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Full Name of Inventor:	ROBERT BUCHANAN		
Inventor's Signature:		Date:	
Residence Address:	5705 Mira Flores Drive, San Diego, California 92114		
Citizenship:			
Post Office Address:	5705 Mira Flores Drive, San Diego, California 92114		

Full Name of Inventor:	ROBIN BUCHANAN		
Inventor's Signature:	<i>Ron Buchanan</i>	Date:	12/2/03
Residence Address:	5705 Mira Flores Drive, San Diego, California 92114		
Citizenship:			
Post Office Address:	5705 Mira Flores Drive, San Diego, California 92114		